

adscanner



AGENCIJA ZA  
ELEKTRONIČKE  
MEDIJE

# Gledanost televizijskog programa

**KOLOVOZ 2020.**

Istraživanje provodi tvrtka AdScanner d.o.o. na uzorku od **900** kućanstava koja predstavljaju **720.000** IPTV i kablskih kućanstava u Republici Hrvatskoj.

**LISTA TOP 15  
NAJGLEDANIJIH  
TELEVIZIJSKIH KANALA  
NA CIJELOM DANU:  
SVI TELEVIZIJSKI KANALI**

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

	KOLOVOZ 2020.	(R)SHARE	AMR	COVERAGE
1	<b>HRT1</b>	14,01%	2,60%	79,71%
2	<b>Nova TV</b>	13,18%	2,45%	79,42%
3	<b>RTL Televizija</b>	9,29%	1,74%	79,13%
4	<b>HRT2</b>	7,35%	1,36%	77,23%
5	<b>Doma TV</b>	4,89%	0,91%	66,27%
6	<b>RTL2</b>	4,61%	0,85%	72,08%
7	<b>Nickelodeon</b>	3,52%	0,66%	25,23%
8	<b>N1</b>	3,33%	0,62%	48,19%
9	<b>RTL Kockica</b>	2,71%	0,50%	50,60%
10	<b>HRT4</b>	1,94%	0,36%	59,47%
11	<b>National Geographic</b>	1,40%	0,26%	40,01%
12	<b>HRT3</b>	1,26%	0,23%	58,12%
13	<b>Nick Jr (HR)</b>	1,14%	0,21%	15,66%
14	<b>Cinestar TV 1</b>	1,12%	0,21%	50,83%
15	<b>FOX</b>	0,98%	0,18%	38,01%

# LISTA TOP 15 NAJGLEDANIJIH TELEVIZIJSKIH KANALA NA CIJELOM DANU: NEZEMALJSKI TELEVIZIJSKI KANALI



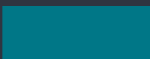


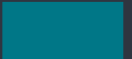





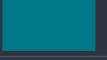


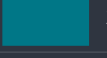





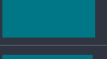


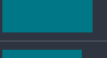


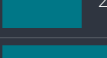





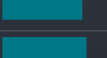


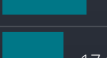





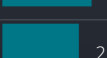

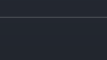
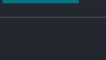
U analizu su uključeni svi nezemaljski kanali.

	KOLOVOZ 2020.	(R)SHARE	AMR	COVERAGE
1	<b>Nickelodeon</b>	3,52%	0,66%	25,23%
2	<b>N1</b>	3,33%	0,62%	48,19%
3	<b>National Geographic</b>	1,40%	0,26%	40,01%
4	<b>Nick Jr (HR)</b>	1,14%	0,21%	15,66%
5	<b>Cinestar TV 1</b>	1,12%	0,21%	50,83%
6	<b>FOX</b>	0,98%	0,18%	38,01%
7	<b>CineStar TV Action</b>	0,97%	0,18%	47,80%
8	<b>Mini TV</b>	0,89%	0,17%	24,41%
9	<b>RTL Living</b>	0,84%	0,15%	26,22%
10	<b>Viasat History</b>	0,83%	0,15%	30,28%
11	<b>FOX Crime</b>	0,80%	0,15%	30,74%
12	<b>FOX Movies</b>	0,78%	0,15%	42,12%
13	<b>FOX Life</b>	0,75%	0,14%	35,89%
14	<b>AMC</b>	0,73%	0,13%	44,15%
15	<b>National Geographic Wild</b>	0,71%	0,13%	27,75%

# LISTA TOP 15 NAJGLEDANIJIH EMISIJA NA CIJELOM DANU: SVI TELEVIZIJSKI KANALI

U analizu su uključeni svi zemaljski i nezemaljski kanali

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	23.8.2020	HRT2	20:52 Nogomet, Liga prvaka: PSG - Bayern	 16,20%	 27,20%	 41,39%
2	19.8.2020	HRT2	20:53 Nogomet, Liga prvaka - polufinale: Lyon - Bayern Munchen	 13,30%	 22,70%	 33,83%
3	27.8.2020	Nova TV	19:15 Dnevnik Nove TV	 10,97%	 20,86%	 31,76%
4	31.8.2020	RTL Televizija	18:30 RTL Danas	 10,97%	 17,45%	 26,09%
5	31.8.2020	HRT1	19:00 Dnevnik 2	 10,56%	 17,10%	 24,30%
6	15.8.2020	HRT2	20:54 Nogomet, Liga prvaka: Manchester City - Lyon	 10,09%	 19,53%	 28,58%
7	31.8.2020	Nova TV	17:00 Vijesti Nove TV	 9,90%	 14,30%	 26,00%
8	31.8.2020	Nova TV	17:30 IN magazin	 9,87%	 17,51%	 25,29%
9	24.8.2020	Nova TV	20:21 Kud puklo da puklo	 9,46%	 16,20%	 22,22%
10	30.8.2020	HRT1	12:00 Dnevnik 1	 9,20%	 10,77%	 33,07%
11	31.8.2020	RTL Televizija	22:15 RTL Direkt	 8,23%	 12,70%	 22,35%
12	30.8.2020	HRT1	13:26 Zadar: More	 7,82%	 11,91%	 23,59%
13	31.8.2020	HRT1	20:05 Planet prirodnih čuda	 7,66%	 16,27%	 17,13%
14	8.8.2020	HRT2	20:52 Nogomet, Liga prvaka: Barcelona - Napoli	 7,62%	 16,73%	 24,97%
15	22.8.2020	Nova TV	20:15 Šetnja među grobovima	 7,57%	 21,90%	 21,44%

# LISTA TOP 15 NAJGLEDANIJIH EMISIJA NA CIJELOM DANU: NEZEMALJSKI TELEVIZIJSKI KANALI

U analizu su uključeni svi nezemaljski kanali













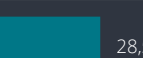
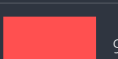

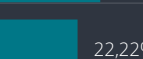


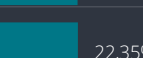








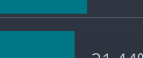













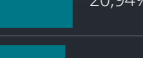
U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	29.8.2020	Sport Klub 1	17:30 Nogomet - Community Shield	3,8%	6,7%	12,4%
2	26.8.2020	N1	14:00 N1 Info	3,6%	4,0%	13,2%
3	30.8.2020	RTL Television	15:00 Formel 1: Großer Preis von Belgien	3,5%	4,7%	8,7%
4	18.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	3,4%	5,7%	9,0%
5	26.8.2020	N1	13:05 N1 studio	3,2%	6,0%	14,6%
6	14.8.2020	PlanetSport 1	21:00 Liga prvaka 1/4	2,9%	4,9%	9,6%
7	1.8.2020	Sport Klub 1	18:30 Nogomet - FA kup	2,8%	5,0%	11,4%
8	31.8.2020	Nickelodeon	11:00 Spužva Bob Skockani	2,7%	2,8%	12,0%
9	29.8.2020	Nickelodeon	11:35 Henry Opanan	2,6%	3,1%	11,3%
10	12.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	2,6%	4,3%	8,3%
11	21.8.2020	Nickelodeon	12: 40 Thundermani	2,6%	3,2%	8,6%
12	13.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	2,4%	4,3%	7,8%
13	7.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	2,4%	3,9%	7,8%
14	28.8.2020	Nickelodeon	11:25 Kuća obitelji Glasnić	2,3%	2,9%	14,8%
15	26.8.2020	Nickelodeon	15:20 Just Add Magic	2,0%	2,6%	6,9%

**LISTA TOP 15  
NAJGLEDANIJH EMISIJA  
NA 19-23:  
SVI TELEVIZIJSKI KANALI**

U analizu su uključeni svi zemaljski i nezemaljski kanali

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	23.8.2020	HRT2	20:52 Nogomet, Liga prvaka: PSG - Bayern	 16,20%	 27,20%	 41,39%
2	19.8.2020	HRT2	20:53 Nogomet, Liga prvaka - polufinale: Lyon - Bayern Munchen	 13,30%	 22,70%	 33,83%
3	27.8.2020	Nova TV	19:15 Dnevnik Nove TV	 10,97%	 20,86%	 31,76%
4	31.8.2020	HRT1	19:00 Dnevnik 2	 10,56%	 17,10%	 24,30%
5	15.8.2020	HRT2	20:54 Nogomet, Liga prvaka: Manchester City - Lyon	 10,09%	 19,53%	 28,58%
6	24.8.2020	Nova TV	20:21 Kud puklo da puklo	 9,46%	 16,20%	 22,22%
7	31.8.2020	RTL Televizija	22:15 RTL Direkt	 8,23%	 12,70%	 22,35%
8	31.8.2020	HRT1	20:05 Planet prirodnih čuda	 7,66%	 16,27%	 17,13%
9	8.8.2020	HRT2	20:52 Nogomet, Liga prvaka: Barcelona - Napoli	 7,62%	 16,73%	 24,97%
10	22.8.2020	Nova TV	20:15 Šetnja među grobovima	 7,57%	 21,90%	 21,44%
11	6.8.2020	HRT1	21:57 Oluja nad olujama	 7,26%	 12,17%	 24,78%
12	23.8.2020	HRT2	20:05 Nogomet, Liga prvaka - uvodna emisija	 7,22%	 15,81%	 19,31%
13	30.8.2020	RTL Televizija	20:05 John Wick 2	 7,01%	 21,71%	 16,42%
14	6.8.2020	HRT1	21:00 General i džentlmen	 6,84%	 11,80%	 20,94%
15	21.8.2020	HRT1	20:03 Srolomke	 6,58%	 18,53%	 18,87%

# LISTA TOP 15 NAJGLEDANIJH EMISIJA NA 19-23: NEZEMALJSKI TELEVIZIJSKI KANALI

U analizu su uključeni svi nezemaljski kanali

U listu najgledanijih emisija ne ulaze duplicirani programi i programi kraći od 15 min. Ako program ima više od jednog emitiranja, u izvještaju je naveden najgledaniji sadržaj.

	DATUM	KANAL	EMISIJA	(R)AMR	REACH	SHARE
1	18.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	3,4%	5,7%	9,0%
2	14.8.2020	PlanetSport 1	21:00 Liga prvaka 1/4	2,9%	4,9%	9,6%
3	1.8.2020	Sport Klub 1	18:30 Nogomet - FA kup	2,8%	5,0%	11,4%
4	12.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	2,6%	4,3%	8,3%
5	13.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	2,4%	4,3%	7,8%
6	7.8.2020	PlanetSport 1	21:00 Nogomet - Liga prvaka	2,4%	3,9%	7,8%
7	29.8.2020	Nickelodeon	21:10 Instant Mama	2,0%	2,4%	5,4%
8	28.8.2020	Nickelodeon	19:45 Nicky, Ricky, Dicky i Dawn	1,6%	2,2%	5,1%
9	28.8.2020	Nickelodeon	20:10 iCarly	1,6%	2,0%	4,4%
10	30.8.2020	FOX Life	22:00 Šaptačica duhovima	1,5%	2,0%	4,2%
11	28.8.2020	Nickelodeon	20:30 Sam i Cat	1,5%	2,3%	4,0%
12	3.8.2020	Cinestar TV	22:40 Seinfeld	1,4%	2,0%	4,6%
13	30.8.2020	Nickelodeon	19:00 Henry Opanas	1,4%	1,7%	3,4%
14	29.8.2020	Nickelodeon	19: 45 Spužva Bob Skockani	1,4%	2,5%	4,2%
15	30.8.2020	N1	20:00 Prime time	1,4%	2,3%	3,4%

**LISTA TOP 15  
NAJGLEDAНИЈИХ  
TELEVIZIJSKIH KANALA  
U PERIODU 19-23H:  
SVI TELEVIZIJSKI KANALI**

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

	KOLOVOZ 2020.	(R)SHARE	AMR	COVERAGE
1	<b>Nova TV</b>	18,03%	6,01%	73,47%
2	<b>HRT1</b>	13,40%	4,45%	74,41%
3	<b>RTL Televizija</b>	11,97%	4,03%	74,69%
4	<b>HRT2</b>	8,36%	2,76%	69,77%
5	<b>RTL2</b>	5,81%	1,93%	61,55%
6	<b>Doma TV</b>	5,66%	1,88%	54,28%
7	<b>Nickelodeon</b>	2,06%	0,69%	18,43%
8	<b>RTL Kockica</b>	2,00%	0,67%	38,05%
9	<b>Cinestar TV 1</b>	1,23%	0,41%	37,98%
10	<b>CineStar TV Action</b>	1,15%	0,39%	34,82%
11	<b>HRT3</b>	1,10%	0,37%	43,83%
12	<b>FOX Crime</b>	1,06%	0,36%	17,97%
13	<b>N1</b>	1,03%	0,34%	30,80%
14	<b>HRT4</b>	0,97%	0,32%	38,32%
15	<b>National Geographic</b>	0,86%	0,29%	24,68%



**LISTA TOP 15  
NAJGLEDANIJIH  
TELEVIZIJSKIH KANALA  
U PERIODU 19-23H:  
NEZEMALJSKI TELEVIZIJSKI  
KANALI**

U analizu su uključeni svi nezemaljski kanali.

	KOLOVOZ 2020.	(R)SHARE	AMR	COVERAGE
1	<b>Nickelodeon</b>	2,06%	0,69%	18,43%
2	<b>Cinestar TV 1</b>	1,23%	0,41%	37,98%
3	<b>CineStar TV Action</b>	1,15%	0,39%	34,82%
4	<b>FOX Crime</b>	1,06%	0,36%	17,97%
5	<b>N1</b>	1,03%	0,34%	30,80%
6	<b>National Geographic</b>	0,86%	0,29%	24,68%
7	<b>PlanetSport 1</b>	0,86%	0,27%	8,63%
8	<b>FOX Life</b>	0,84%	0,29%	21,75%
9	<b>FOX Movies</b>	0,79%	0,26%	27,86%
10	<b>Nick Jr (HR)</b>	0,71%	0,24%	9,72%
11	<b>AMC</b>	0,69%	0,23%	29,43%
12	<b>National Geographic Wild</b>	0,64%	0,21%	14,62%
13	<b>Mini TV</b>	0,63%	0,21%	11,96%
14	<b>Sport Klub 1</b>	0,63%	0,21%	18,76%
15	<b>RTL Crime</b>	0,61%	0,20%	11,85%

## KOMPARATIVNA ANALIZA PODATAKA

U analizu su uključeni svi  
zemaljski i nezemaljski kanali

SRPANJ vs KOLOVOZ 2020.

AMR

TVR

SRPANJ



18,05%

KOLOVOZ



18,05%

MIN

ATS

SRPANJ



396

KOLOVOZ



408

MIN

ATV

SRPANJ



260

KOLOVOZ



260

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